

MORSE'S NEW DEPARTMENT.

Kitchen and Dining Room Furniture and Dishes of All Kinds. In adding this new department to our store we have, firstly, endeavored to make it complete; secondly, to offer every article at a lower price than has ever been known in the west. We do not quote prices but ask you to order what you want, as we positively assure our prices are lower than has ever been known in the history of the trade.

Every housekeeper will save money here; it is the most complete department in the whole west—only one in New York equals it; we will save you half your household expenses. Do you want tinware? We have it. Do you want staphlers, wash tubs, pails, etc.? We have them here.

Do you want granite iron ware, stone ware, glasses, goblets, etc.? We have them here.

Do you want dinner sets, Haviland china, jardiniere, cracker jars, cups and saucers, anything made in dishes? We have them.

In fact you will not have to leave our salesroom to furnish your kitchen or dining room—and you may be sure the prices are right.

LACE CURTAIN SALE. We are having our most important certain sale of the season.

The continued increase of our certain department is certain proof that we are headquarters on these goods.

We have numerous attractive bargains to offer, and will be pleased to show our patrons, whether they intend purchasing or not.

BOYS' CLOTHING DEPARTMENT. The Morse Dry Goods Co. have a lot of boys' knee pants purchased at about half price recently in New York.

These pants are made from the remnants of cloth left over from cutting fine suits and are VERY, VERY CHEAP.

Boys' knee pants 90c, worth 75c. Boys' knee pants 60c, worth \$1.

Boys' knee pants, 80c, worth \$1.25. Boys' knee pants, \$1, worth \$1.50.

Boys' overcoats, \$1.90, worth \$3.50. Boys' overcoats, \$2.50, worth \$5.

Boys' suits, \$1.90, worth \$3. Boys' suits \$2.90, worth \$4.50.

This department is on the main floor, Farnam street wing.

THE MORSE DRY GOODS CO. UNDERSHIRTS AND DRAWERS. Men's natural gray undershirts, 75c.

Men's heavy all-wool undershirts, 95c. Men's natural gray all-wool undershirts, \$1.25.

Men's fine seamless socks, 15c. Men's unlaundried shirts, 50c.

Men's night shirts, 75c. Men's super British socks, 25c.

Men's heavy gloves, socks, suspenders. Boy's clothing is in the same wing and on the same floor as the men's furnishings, and we offer a special lot of BOYS' OVERCOATS AT \$2.75, worth fully \$4 each; we have also a lot of BOYS' SUITS AT \$2.90, worth \$5; we have also a lot of SCOTCH CAPS 50c, for men or boys.

MEN'S AND BOYS' FURNISHING DEPARTMENT. THE MORSE DRY GOODS CO. THE DRAPERIES, CURTAINS, ETC.

That we are prepared to design, make and hang are equal to any that you can purchase in the best upholstery and drapery stores of the large eastern cities.

Special designs will be furnished, drawings submitted and estimates cheerfully furnished, whether your bill promises to be ten dollars or a thousand dollars.

Brocades, spun silks, china silks, tian velours, every desirable fabric, ALL NEW, bought for the opening of this department in our new store. Every desirable shade will be shown you in our drapery and curtain department. We have not a single pair of old style portieres or lace curtains in stock. Everything was bought for this store.

Ask us for an estimate on window shades—we are now making the best fitting and best running window shades ever made in Omaha.

THE MORSE DRY GOODS CO. Custom drapery department. CUSTOM DRESSMAKING.

The suits and pattern dresses in our custom dressmaking department are on exhibition. We are daily making numbers of new customers for this department. Our fitters is by far the best in the west. We know of none in New York or Chicago that can equal her for style or perfection of fit.

It is not an experiment with us. We guarantee a stylish costume and first class fit.

THE MORSE DRY GOODS CO. Custom dressmaking department.

HAYDEN BROS.

Special Sale on Monday. We are compelled to force down the prices in order to reduce the stock and make room for the largest stock of holiday goods which is now on the way.

Our agents have been busy since last March searching this country as well as foreign countries for everything that is new and novel. In the way of toys and fancy articles for the holiday trade, we will have a big surprise for you this season and we must have room to display.

NOTE EVERY ARTICLE ADVERTISED. Sicilian wrapper cloth reduced to 4 1/2 yard. Armenian serges now only 7 1/2 yard. A beautiful line of chin plaids 9c yard.

36-inch wide plaids and stripes 12 1/2 yard. Amoskeag quincy cloth 10c yard. American indigo blue prints 2c yard.

Western brook gingham, dress styles, 7 1/2 yard. Good dress gingham 5c yard. Dark stripes flannel 10c yard.

Double fold all-wool flannel suitings 25c yard. Kennet flannel suiting, worth 40c, reduced to 25c yard.

38-inch wide all-wool suiting, 25c; was 43c yard. 27-inch wide wool plaids, worth 45c, reduced to 35c yard.

54-inch flannel suiting 75c, worth \$1. 54-inch ladies' cloth all wool, worth 95c, cut down to 65c. 64-wide broad cloth, all colors, worth \$1.50, now 95c per yard.

44-inch broad cloth, all colors, worth \$1.50, now 95c per yard. 44-inch broad cloth, all colors, worth \$1.50, now 95c per yard.

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HAYDEN BROS.

Great Sale of Groceries. This is pretty near the last call before the wall is moved. This sale will be Monday, Wednesday, Friday and Saturday.

15 pounds granulated sugar, \$1.00; 17 pounds extra C sugar, \$1.00; this is almost white; imported new Valencia raisins, 8c worth 15c; imported new English currants, 7c, would be very cheap for 15c.

Must sell; very fine cranberries, 8c; evaporated California peaches, 8c; rice, 5c, 6c, 7c; tea crackers, 5c; oyster crackers, 5c; King's self-rising wheat flour, 4c; Hecker's self-rising, 4c; pancake flour, 4c; strictly pure butter, 10c; all kinds of washing powder, 3c; Bologna, 5c; head cheese, 5c.

Liver worst, 5c; picnic ham, 7c; sugar-cured ham, 10c, 12c; boneless ham, 10c; full cream cheese, 15c solid packed, 3c; pound can tomato soup, 4c; corn, 1c; all kinds California 3-pound can, 15c; 17c; 3-pound can apricots, 10c; best condensed milk, 10c, 12c and 15c; imported chow-chow, 15c per quart; 7 bars best laundry soap, 25c; evaporated blackberries, 10c; raspberry, 10c; large bottle blueing, 5c; household ammonia, 5c per bottle; lye, 5c per can.

See our prices on flour. Davis Royal, No. 10, \$1.60. Minneapolis Best Superlative, \$1.35. Snow Flake, \$1.10.

HAYDEN BROS. Dry goods and groceries. HOUSE FURNISHING GOODS. We were in hopes of putting the carload of crockery just received in our new basement, but not being ready we had to crowd it into the old one and another is following this one.

If it should get here before the new building is ready we would be compelled to leave it on the street. In order to avoid it we will sell the carload just in at prices never heard of before, and we know we will give you the best deal. Handled cups and saucers, 30c per set; dinner plates, 35c per set; tea plates, 25c per set; pie plates, 22c per set; meat plates, 5c; vegetable dishes, 5c; napkins, square, 20c; round, 20c; wash basins, 25c; 25c; chamber, covered, 45c; un-covered chambers, 35c; pitchers, 15c; sauce boats, 15c; slop jars, 9c; soap dishes, 5c; fruit dishes, 10c per set; tumblers, 2c each; wine glasses, 2c each; goblets, 2c each; large milk pans, 5c; milk crocks, 5c; packages stove polish, 5c, 6 oz; clothes pins, 5c; finest wash board made, 13c; all kind of lamp chimneys, 5c; towel and hat racks, 5c; rolling pins, 5c; potato masher, 5c; buggy whips 5c up, cup and saucer, 5c; dish basins, 5c; dish basins, 5c; knives and forks, 5c; iron hanging soap, dishes 5c; tin cups, 2c each; children's A. B. C. plates, 5c and 10c each; the superior winger, 17c; complete lamps, 15c; the largest line of reading lamps in Omaha from \$1.00 up to piano lamps, \$4.75, worth \$15.00; 5,000 fancy cups and saucers from 10c up; carpet sweeper, \$1.25; tea and coffee pots, 10c; tea kettles, 25c; coal scuttles, 20c; coal shovels, 5c; wash tubs, 35c; and M. L. Streeter's flat irons, 3 irons, 1 handle, 1 stand, \$1.25, sold every where for \$2.25 and \$2.75; water pails 10c.

See what you can buy at Hayden's for 1c. 1 dozen clothes pins 1c, 1 package stove polish 1c, 2 tin spoons 1c, 2 table spoons 1c, 2 boxes of tacks 1c, bed casters 1c, mouse traps 1c, milk pans 1c, pudding pans 1c, pie tins 1c, paddle pans 1c, flour dredge 1c, door stops 1c, wood rasp hooks 1c, hat hooks 1c, rubber graters 1c, rolling pins 1c, stove lifters 1c, flower pots 1c, mustard spoons 1c, gimlets 1c, harness snaps 1c, screw drivers 1c.

Dry goods and house furnishings. HAYDEN BROS., 115 N. 10th St., DUGS. Special sale, Monday only. The cheapest and best place to buy drugs west of Chicago.

Wright's Sarsaparilla 50c, regular price \$1.00. Ayer's Sarsaparilla 70c, regular price \$1.00. S. S. S., large size, \$1.30; S. S. S., small, 70c, regular price \$1.75 and \$1.80.

Strip of E. J. King's ribbed double size 30c; regular price \$1 and 50c. Dr. Bane's Rheumatic Specific 70c, regular price \$1. Kennedy's Medical Discovery \$1.10, regular price \$1.40.

Burdock's Hair Bitters, B. B. B., 70c, regular price \$1. Warner's Kidney and Liver cure 95c, regular price \$1.25. Dr. King's New Discovery, 30c, regular price 50c.

Dr. Ball's Cough Syrup, large 90c, small 10c, regular prices 50c and 25c. 30 cent transparent glycerine soap, 2 cakes for 15c. All other soaps at reduced prices on Monday. All perfumes at half price on Monday.

"THE FAIR" IN 8 DAYS

Must Close Out Every Piece of Dress Goods and Linen. As That Store Has Been Rented and We Must Give Possession in Eight Days—These Prices Must Do It.

ALL DRESS GOODS THAT WERE 50c AND 75c TO GO AT 25c. 320 pieces of fine grade 40, 42 and 46-inch wide, plain and fancy colored dress goods, comprising everything in our stock that was formerly marked 50c and 75c go at 25c.

At \$2.00, dress patterns, each containing 4 or 5 yards, wide material of the well known Jamestown mills. They come in combination crepe cloth effects, novelty stripes, plaids, and are worth \$4.00, now to close go at \$2.00.

At \$2.50, we will sell you 150 all wool henrietta dress patterns, all colors but black. French novelties of this year's importation. Every pattern worth \$5.00, now go for \$2.50.

At \$3.00, choice of all our finest novelty dress patterns in silk and wool plaids, stripes and checks. All new and choice goods; worth \$10.00 and \$12.00; go tomorrow at \$3.00.

ALL LINEN CRASH 34c. To close out our linen dept we will offer these extraordinary bargains: 100 yards of 34 inch crash, \$1.00. Best quality Stevens' extra wide crash 22c. Extra wide unbleached table linen 10c a yard.

Fast colored turkey red table linen 25c a yard. Extra fine bleached table damask, with red border, 35c a yard. Full bleached imported German table damask 50c.

All other lines to be sold out in the same proportion. FURS! FURS! FURS! Our entire stock of gray, nutria, black and light fur trimmings at 45c a yard. Silk beaver trimmings in tans and browns at 50c a yard, former price \$1.25.

BLACK MONKEY MUFFS 25c. We have 12 very fine light colored fur sets of caps and muffs which cost us to buy \$1.00; we close them out tomorrow at 50c.

We have also 8 elegant light colored coats and muffs that were \$10, that go tomorrow at \$5.00. CLOAKS MUST GO. We offer you tomorrow the choice of fine plush jackets, made up in the new style, with revers, that were \$25, for \$10.

Your choice of our 40 inch long seal push coats at \$13.50, \$18 and \$21. We guarantee them to be worth double. To sell out our ladies' cloth newmarkets we now make the following reductions: 50 newmarkets reduced to \$1.50. 80 newmarkets reduced to \$2. 112 newmarkets reduced to \$5.

Our entire stock of novelties in ladies' winter wraps and plush fur-trimmed quilted silk lining, garments that we sold as high as \$60, to be sold out tomorrow at \$15. SELLING OUT SHAWLS. Heavy gray and brown wool beaver shawls that were \$2.50, now \$1.25.

Our finest grade of 87 beaver shawls reduced to \$3.50. Fine all wool breakfast shawls now go at 25c. LADIES' AND CHILDREN'S UNDERWEAR. All our small sizes of children's white merino underwear now at 5c.

THE BOSTON STORE.

Le Baron Holt & Co.'s Sample Dress Patterns on Sale. 8 Large Sample Trunks Just Received from Le Baron Holt & Co.'s Great Feature Filled With Beautiful Sample Dress Patterns.

Never in the history of Omaha has such an opportunity been presented to the public. All new and stylish goods. No old shop-worn trash, as is usually offered at the so-called cheap sales.

Genuine "bona fide" bargains will be offered in ladies', misses' and children's cloaks. TOMORROW, MONDAY, and continue during the week until all are sold.

NEW MARKETS! NEW MARKETS! 150 Newmarkets, \$5.00 each, worth \$10.00. 95 Jacquard Newmarkets, \$7.50, would be a bargain at \$12.50.

250 handsome Newmarkets, elegant materials, your choice \$10.00 each, worth double the price. A choice variety of handsome novelty Newmarkets and long garments fully fifty per cent less than similar garments can be had for elsewhere.

See our jackets, next week's prices at \$4.50. See our jackets, next week's prices at \$5.00. See our jackets, next week's prices at \$10.00.

See our jackets, next week's prices at \$25.00. Next week's prices will cost elsewhere from \$18.00 to \$37.50. CHILDREN'S AND MISSES' CLOAKS. Our styles are too varied to enumerate in these columns.

All sizes from 2 years to 16 years. Our prices start from \$2.00 up. All new styles, and made with a view to durability and comfort. We shall positively offer astonishing bargains in children's cloaks tomorrow and during the week.

READY MADE DRESSES. BARGAINS! BARGAINS! Bargains in suits. Bargains in tea gowns. Bargains in morning wrappers.

We guarantee a perfect fit or no sale. FURS! FURS! FURS! Seal skin jackets from \$85.00 up. Seal skin sacques from \$125.00 up.

Plush jackets from \$8.00 up. Plush sacques from \$13.50 up. MUFFS, BOAS AND COLLARETTES. Our furs and plushes were all contracted for long before the great advance in prices.

SHAWLS, SHAWLS, SHAWLS. We will offer some tempting bargains in shawls. Ladies save money and examine the bargains at the great cloak sale of the PARISIAN CLOAK AND SUIT CO., S. E. cor. 15th and Harney sts., Range Building.

All the latest novelties in jewelry at half jeweler's prices at Hayden Bros. Extraordinary sale of underwear for Monday. Beryos \$3.50, S. Bank; 507 N. 16.

PARISIAN CLOAK AND SUIT CO.

Special Announcement of a Slaughter Sale of Cloaks. Twenty Thousand Dollars Worth of Cloaks Sacrificed at Fifty Cents on the Dollar at Our Sale Monday.

Never in the history of Omaha has such an opportunity been presented to the public. All new and stylish goods. No old shop-worn trash, as is usually offered at the so-called cheap sales.

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BENNISON BROS.

Prices Smashed to Atom for Monday's Sale. More Special Bargains at Our Sale Tomorrow Than You Ever Saw—We are Cutting the Prices on Cloaks.

25 pieces fancy plaids for children's dresses, only 6c yard. A good red will flannel at 13c yard, 100 pieces standard dress prints 4 1/2 yard. The only place in Omaha where you can buy \$12.00 and \$15.00 down comforter for \$5.00. Don't fail to see them, we are closing them out at \$5.00 each.

We can sell you the best regular made comforter you ever saw at \$1.75. We have a few more to close out Monday at 50c each, worth \$1.00. 50 pieces elegant napped shirtings only 10c yard, worth 15c.

New line hickory stripe shirtings at 5c yard, just half price. Our 36 inch unbleached muslin, a good one, Monday, 20c yds for \$1.00. Fancy striped all wool wrapper flannels 30c yard, worth 60c.

We will offer Monday the choice of 50 pieces all wool dress goods, plaids, stripes and plain goods, 36 to 42 inches wide at 50c yard, worth from 75c to \$1.00. We offer 75 dozen ladies' black cashmere hose, all wool, at 25c pair, formerly sold at 45c.

20 dozen ladies' fancy striped knit stripes and plain goods, worth \$1.25. They go Monday at only 60c each. Boys all wool flannel shirt waists at 60c each, worth \$1.00. Monday 300 black hair muffs at 30c each. Ladies' black cashmere gloves, Monday at 25c and 40c, just 25c per cent below regular value.

Ladies all wool jersey ribbed vests at 50c each, worth \$1.00. All silk drapery scarfs 75c each, worth \$1.25. 500 pieces all silk satin and gros grain ribbons Monday at 5c yard, worth 15c. Our great cut price sale in carpets, curtains, oil cloths, etc., still continues. Carpets laid free of charge.

Buy your house furnishing goods now, we are closing out our basement to make room for holiday goods. Get your cloaks now while prices are being cut. BENNISON BROS. "A Touch of High Life." Anticipating the rise in prices of cigars, imported by the Bros., 510 South Fifth street, have purchased over 500,000 of the choicest imported Key West and seed Havana cigars ever offered to the lovers of the seductive weed.

THE CHARITY BALL. Is now open, money for all, no advance price. Box trade especially entered for. Hayden Bros. Extraordinary sale of underwear for Monday. HAYDEN BROS. Special Sale of Cloaks and Shawls for Monday.

CLOAKS AND SHAWLS. Ladies' double breasted English walking jackets, fine black beaver, entire garment finished with black astrachan, length 27 inches, price \$9; reduced from \$12. Ladies' double breasted refer jacket in black diagonal beaver and chevron, \$5; reduced from \$8.50.

Ladies' refer navy blue beaver, entire garment bound with gold cord, girdle with tassels, length 27 inches, \$7.50; reduced from \$9. Ladies' double breasted jackets, black hair line worsted, large lapels, length 34 inches, \$7.50; reduced from \$10.50.

Ladies' blue cheviot, bound all around with gold cord, high shoulders, length 21 inches, \$5.50; reduced from \$8.50. Ladies' English reversible velvet beaver shawls \$5, reduced from \$8. Ladies' heavy double shawls, size 72x144, \$4.50, reduced from \$6.50.

Children's cloaks in beaver and fancy plaid cloaks, sizes 2, 6, 8, 10 and 12 years, \$3.50, \$4.00, \$4.50 and \$5.00, reduced one-half from former prices. Misses' cloaks in beaver and fancy plaid cloaking, ages 14, 16 and 18 years, price \$4, \$4.50, \$5 to 12, reduced one-half from former prices.